

CITY OF VERONA
MINUTES
COMMITTEE OF THE WHOLE MEETING
September 19, 2016

1. The meeting was called to order by Mayor Hochkammer at 7:08 p.m.
2. Roll call: Jon Hochkammer, Luke Diaz, Elizabeth Doyle, Jack Linder, Mac McGilvray, Heather Reekie, Brad Stiner, Evan Touchett, Scott Stewart. Also in attendance: Jeff Mikorski, City Administrator and Adam Sayre, City Director of Planning and Development.
3. Public Comment
4. Discussion on Local Room-Tax Legislation (Sec. 66.0615, Wis. Stats)
Mr. Curt Witynski, Assistant Director of the League of Wisconsin Municipalities provided a presentation with information on the history of changes to the State Room-Tax Law. The most recent changes took place in 2015 that modified the terminology of “tourism promotion” and “tourism organizations” and how the City can support tourism starting January 1, 2017. Options the City has to support tourism include establishing a Tourism Commission that can determine how the 70% of room-tax revenue can be utilized, which can include contracting with multiple tourism organizations, develop tourism projects that can be defined as “tangible municipal development” to support tourism and get more people staying in City hotels, develop a City department of tourism to promote tourism.

Mayor Hochkammer asked that if the attending public have comments on the discussion. Charlie Eggen, General Manager of Holiday Inn Express & Suites provided City Council with additional information from the Wisconsin Hotel & Lodging Association. Lisa Smith, Director of Strategy and Client Service for 6am Marketing, contracted by the Chamber of Commerce spoke about the process they are beginning on branding with the Chamber. Deb Archer, President of the Greater Madison Convention and Visitors Bureau and the Madison Area Sports Commission spoke about the long-standing contracts that the CVB and MASC have with the City of Verona, City of Fitchburg, and City of Madison; and hope the contracts would continue.

Meeting was intended to provide information, no decisions were made by Council at this meeting.

5. Discussion on Potential Public Project on West Verona Avenue

Motion by Touchett, seconded by Linder, to move out of closed session. Motion carried 7-1. Diaz voting against.

Motion by Diaz, seconded by Doyle, to move out of closed session. Motion carried 8-0.

6. Adjourn. Motion by Diaz, seconded by McGilvray, to adjourn the Committee of the Whole meeting at 9:30 p.m. Motion carried 8-0.

Submitted by
Jeff Mikorski,
City Administrator